

DDA

83-3957

4 August 1983

DD/A Registry
83-0311/T3

NOTE TO: Executive Director
Deputy Director for Administration

DD/A REGISTRY

SUBJECT: Discussions with [redacted]

FILE 45-8 STAT

FROM: Lavon B. Strong
Director, Public Affairs Office

[redacted]

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1. [redacted] has done considerable thinking about the building project and had in fact obtained various materials (attached, left, for what they are worth) detailing how large corporations have dealt with this kind of problem in the past.

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2. [redacted] advice was keep on doing what we've been doing--its obviously working because the publicity has all been good. The bottom line was:

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- a. Play the good neighbor role to the hilt.
- b. Make a list of the accommodations we have made to alleviate citizens' concerns and use them in answering every query.
- c. Find out the position of influential citizens of McLean (other than those in associations) and find ways to get them on Agency side. (His thrust was to get to the officials (Mayor, Council, etc.) who run the city, but fact is McLean is unincorporated and has no governing body.)
- d. Answer every allegation or misinformation quickly with facts.

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e. Maintain the position of including the concerned citizens in the discussions, but also never intimate that they have a say about whether the building will be built or not.

3. [] was pleased we bounced this problem off him and stated firmly he will be pleased to help with any specific question or issue before we respond if we are not sure how to react. (He recounted the "killing the dogs" story and how dumb it was for DoD to have ever considered such a thing, no matter how much the facts justified the action. It turns out a friend of his was the major honcho, and [] told him how stupid it was -- and almost lost the friend.)

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4. I believe it was well worthwhile discussing the building project with []. He is at his best advising on specific problems -- I would not hesitate using him for the kind of instant advice he has offered, if the need arises.

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[]

Lavon B. Strong

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PAO/LBStrong/cdk/4 Aug 83/7676

Distribution:

Orig - Addressee

1 - DDA

1 - PAO Subj. (MEM)

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8-1-83

Dear Luvon -

Here are copies of what
some others have done - from the
PRSA idea file. None obviously
will be exactly tuned to your
problem, but there may be
a few ideas that will be
useable -

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